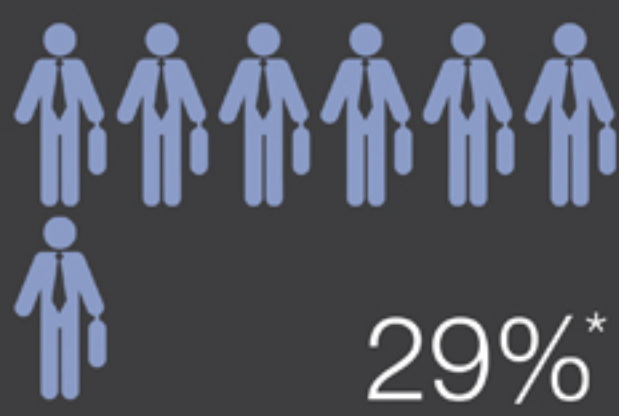


Students Then & Now

University Choice

Importance of employability prospects



University visits

31% visited three or more*



52% visited three or more**



23% no university visits*



6% no university visits**



Parental influence



Top Priorities in 2012



Career Focus

Work experience before graduating



62%*

Work experience by first year of university



89%***

Focusing on building a CV



15%*



* 25+ graduates

** Those applying to university this year

*** First year undergraduates